

## **Art Festival Check List**

- 1. Walls**
- 2. Karl's Print Bin**
- 3. Booth Shelves (Carpet Covered)**
- 4. Booth Desk (New)**
- 5. All Hardware For Walls (Hangers, Stabilizing Bars, etc.)**
- 6. Booth (Aluminum Hardware)**
- 7. Booth (White Canvas Canopy and Walls)**
- 8. Lights (With Bulbs)**
- 9. Extension Cords (Two)**
- 10. Power Strips (Two)**
- 11. Weights For Booth**
- 12. Artwork**
- 13. Large Print Rack**
- 14. Small Print Rack**
- 15. Large Table With Cover**
- 16. Print Box & Small Table**
- 17. Prints (Shrink wrapped)**
- 18. Prints (In Sleeves)**
- 19. Flashlights**
- 20. Bungee Cords**
- 21. Business Cards**
- 22. Studio Show and Tell Photo Book**
- 23. Tape Machine With Ample Tape**
- 24. Plastic For Banding Artwork**
- 25. Cash Box With Two Keys and Change, Padlock**
- 26. Credit Card Swiper (With Blank Charge Slips)**
- 27. Calculator**
- 28. Tool Box Metal (With Bungees, ponchos, other odd supplies)**
- 29. Tool Box Red Plastic with Hammers, Screw Drivers, pliers, etc.**
- 30. Framing Equipment Box (With All Framing Tools and Supplies)**
- 31. Broom**
- 32. Spare Tarps**
- 33. Artist Statement (Plus All Other Promotional Display Items)**
- 34. Film Camera (For Booth Slide and Memento Photos)**
- 35. Digital Camera**
- 36. Envelopes**
- 37. Coffee mugs**
- 38. Plastic Bags (For Small Work)**
- 39. Paperweights**
- 40. Glass Cleaner Plus Paper Towels**
- 41. Hole Punch**
- 42. Drapery Hangers, Strap Hangers, Screws, etc.**
- 43. Price Tags**
- 44. Good Pens**
- 45. Sales Receipt Books**
- 46. Hand Truck**
- 47. Guest Books**
- 48. Shims**

## **THE COST OF GETTING STARTED IN ART FESTIVALS**

### **Primary Expense List**

#### **One-time expenses:**

Booth (Hardware)  
Booth (Canopy and Walls)  
Display Walls (for 2-D artists)  
Stabilizing bars for walls  
Picture hanging system (for 2-D artists)  
Pedestals (for 3-D artists)  
Display Cases (for jewelers)  
Print Racks (small and large for 2-D artists)  
Print sleeves to display unframed work (2-D artists)  
Shrink wrapping machine and film (Optional but can be lucrative)  
Booth chair (mandatory)  
Lockable cash box  
Sales receipts  
Lighting system  
Extension cords (for lighting)  
Power strips  
Desk (optional)  
Hand truck  
Weights (to stabilize booth in wind)  
Tarpaulins (very important)  
Toolbox with full assortment of standard tools  
Packing system to safeguard art while traveling  
Poncho for inclement weather  
Flashlights and lanterns  
Tape and tape gun  
Calculator  
Broom  
Bungee cords  
Electrical lock-tight plastic bands (I use these all the time.)

#### **Ongoing Expenses**

Credit card payment system  
(You can start out on the art festival circuit without the capability of accepting credit cards. If you continue to participate in shows, however, you will eventually need to acquire some type of credit card payment system. This is a complicated business decision that I will not have time to discuss in detail in this lecture.)

### **Recurring Expenses (Costs that will reoccur numerous times during the year.)**

Application fee

Slide preparation fee

Booth fee

Van Rental

Hotel rental

Meals (while traveling)

Gas (while traveling)

Promotional materials (postcards, etc.)

Commissions (some shows charge a percentage of sales)

### **Merchandise (The artwork you sell at shows.)**

You will need to know exactly how much money it has cost you to produce whatever type of artwork you take to an art festival to offer to the public. If you fail to have an accurate understanding of your production costs, you will have a very difficult time establishing realistic retail prices for your work. If you misunderstand the genuine costs of producing the merchandise (artwork) you are selling at shows, it will be hard for you to succeed on the art festival circuit.

## The Art Festival Circuit in the Western United States

### Chronological List of Shows

(These are the shows I know about. There are many other small festivals which take place in Utah and the surrounding states.)

#### January

Carefree Fine Art & Wine Festival, Carefree, Arizona. (Takes place in the middle of January. I have never done this show and don't know much about it.)

16<sup>th</sup> Southwest Arts Festival, Indio, California. (Late January. I have never done this show.)

#### March

Scottsdale Art Festival (first weekend of March: 3 days. Ask for a booth location other than the parking lot. Many snowbirds in the crowd.)

La Quinta Art Festival (second weekend of March: 4 days, runs until 11 PM, you will need lights. It can be very windy here! This is a commission show, 20%. One of the wealthiest crowds on the entire art festival circuit.)

Both of the March shows have the potential for big sales. Many artists like to do both of these shows because it is a short drive from Phoenix across the bottom of Arizona into the Coachella Valley where La Quinta is.

#### April

St. George, Utah Art Festival (Easter weekend, 2 days, no Sunday) I have not done this show so I cannot say much about it.

Art and Soup. (Fund raiser in Salt Lake for a hospice. Three days. Can be lucrative if you have the right art for the crowd. You have to donate work to get in and give another piece or 10% of your sales as well.)

#### May

Affaire In The Garden, Beverly Hills, California (2 days, breakdown show. You can rent a booth and walls here. You set up Saturday morning, take all work out of booth on Saturday night, put the work back on Sunday morning and breakdown Sunday night. This show also takes place in October each year.)

## June

Marin Art Festival (second weekend of June, 3 days) No knowledge of this show, but a few people say that it fails to produce sales.

Portland Art Festival (second weekend of June, 3 days. This show is held on the campus of Portland State University. The crowd is small, but a lot of the patrons have money and the show is extremely well run by the staff. I have done this show seven years in a row.)

Utah Art Festival (third weekend of June, 4 days. This show has a brutal reputation on the circuit because of the long hours and tight-fisted crowd. I have done this show seven out of the last nine years.)

La Jolla Art Festival. (third weekend of June, 2 days, affluent art buying crowd. I have never done this show, but some friends say it can be a winner.)

## July

Cherry Creek Art Festival, Denver. (Always held over 4<sup>th</sup> of July weekend, 3 days. One of the premiere shows in the country. Extremely difficult to get juried into.)

Vail Art Festival, Vail, Colorado. (Usually weekend after Cherry Creek, 3 days. Can be windy and rainy. Mixed crowd. Awkward venue because of the scattered nature of the booth layout. I've been there twice.)

Boulder Art Festival. (Usually after Vail, 3 days. I do not have any personal experience with this show, but know people who have done OK.)

Bellevue Art Festival, across Lake Washington from Seattle. (Big, luxury event with affluent buyers. Held in a parking garage, 3 days. There is a 15% commission, no cheating on sales. Bellevue is a long drive from Salt Lake City. I have done this show twice.)

Rest Of The Best Festival, Bellevue. (This show takes place across the street from the big Bellevue Museum show on the same weekend. There is no commission.)

## August

Park City Art Festival. (Always first weekend in August, 2 days plus Friday night. Set up Friday. Big crowd, but many of them are just gawkers. Many artists and some big egos floating around. I have done this show three times.)

SunValley Art Festival. (Always the weekend after Park City, 3 days, beautiful venue, small but very affluent crowd. This is one of the best shows around, but it is very hard to get into on a consistent basis. I have made it three times in nine years.)

Beaver Creek Art Festival. (Same weekend as Sun Valley. Wealthy crowd. I have never done this show, but I have heard some good things about it.)

Jackson Hole Art Festival. (The weekend after Sun Valley. This is the last leg of a three-weekend circuit for the big players that get in a lot of shows. I have never done this show.)

Evergreen Art Festival, Evergreen, Colorado. (Last weekend of August.)

## September

Art In The Pearl, Portland. (Labor Day weekend, 3 days. This is bigger than the June show in Portland. The Pearl District has a very artsy crowd and neighborhood. Some artists have great shows here.)

Sausalito Art Festival. (Labor Day weekend, 3 days, plus Friday night. Booth fee is minimum of \$900 now. Tickets cost \$15. The fee to get in eliminates a lot of curiosity seekers. This is one of the best shows in the United States.)

Art In The Park, Boise, Idaho. (Always the weekend after Labor Day, 3 days, huge crowd, 285 artists, fabulous park setting, well organized, 20% commission for the Boise Art Museum. I have done this show for eight straight years, in the same location in Julia Davis Park.)

## October

Sedona Arts Festival, Sedona, Arizona. (Two days, early October. I know some local artists who have done this show with mixed results.)

## NOTE

This list of shows only involves events in a few states that are close to Utah. The majority of the major art festivals in the United States take place in the mid-west, (especially around Michigan), and up and down the eastern seaboard (especially Florida). It would be possible to attend forty to fifty events a year and never leave Florida!

I have donated all of my back issues of Sunshine Artist to the Utah Arts Council. Sunshine Artist is the primary trade journal of the outdoor art festival circuit in the United States. I encourage you to take advantage of skimming through these magazines at your convenience. Each issue is filled with informative articles that cover virtually every aspect of managing your business as an art festival artist.

Art collectors in the following cities own my paintings:

Phoenix, Arizona  
Scottsdale, Arizona  
Tucson, Arizona  
Granite Bay, California  
Kentfield, California  
Laguna Beach, California  
Larkspur, California  
La Quinta, California  
Los Angeles, California  
Menlo Park, California  
Moraga, California  
Napa, California  
Orinda, California  
Pacifica, California  
Palos Verdes, California  
Rancho Mirage, California  
San Diego, California  
San Francisco, California  
Santa Barbara, California  
Calgary Alberta, Canada  
London Ontario, Canada  
Avon, Colorado  
Denver, Colorado  
Eaglewood, Colorado  
Edwards, Colorado  
Vail, Colorado  
Washington, District of Columbia  
Sheffield, England  
Tumbridge Wells, England  
Altamonte Springs, Florida  
Atlanta, Georgia  
Stuttgart, Germany  
Boise, Idaho  
Eagle, Idaho  
Homedale, Idaho  
Ketchum, Idaho  
Meridian, Idaho  
Sun Valley, Idaho

Twin Falls, Idaho  
Bloomington, Illinois  
Kalamazoo, Michigan  
St. Louis, Missouri  
Manhattan (East Village), New York  
Hillsboro, Oregon  
Lake Oswego, Oregon  
Newberg, Oregon  
Ontario, Oregon  
Portland, Oregon  
Ambler, Pennsylvania  
Philadelphia, Pennsylvania  
Austin, Texas  
Bellaire, Texas  
Dallas, Texas  
Dammeron Valley, Utah  
Farmington, Utah  
Logan, Utah  
Ogden, Utah  
Park City, Utah  
Salt Lake City, Utah  
Tooele, Utah  
Alexandria, Virginia  
Herndon, Virginia  
Bellevue Art Museum, Washington  
Bellevue, Washington  
Bellingham, Washington  
Camano Island, Washington  
Issaquah, Washington  
Kirkland, Washington  
Sammamish, Washington  
Seattle, Washington  
Tacoma, Washington  
Vancouver, Washington  
Wenatchee, Washington  
Mequon, Wisconsin